



MARY WALKER & ASSOCIATES, INC.
Environmental Consulting and Publications

March 14, 1996

Mr. Nestor Young
Remedial Project Manager
USEPA Region 4
345 Courtland Street NE
Atlanta, GA 30365

Dear Nestor:

Thank you for making time in your schedule next Monday to talk about Chattanooga's progress with environmental problems and the status of the Chattanooga Creek cleanup. I have attached background information on *The View from Moccasin Bend*, which is the Earth Day special program for television being produced by the Ecology Channel.

As you requested, I have outlined some of the areas we'd like to cover, not to suggest that you should prepare a set of responses, but just to advise you of the type of comments that would be of most interest:

Since the advent of major federal regulations in the early 1970's, what progress has been made in the Chattanooga area in environmental cleanup and restoration?

Do you see Chattanooga's efforts becoming successful in integrating environmental quality with a strong economy?

How is EPA implementing new approaches to build a more cooperative basis for environmental management?

Describe the NPL (Tennessee Products Site) cleanup characteristics and scope, the significance of this extensive project, technological hurdles and expected results.

Jack Hoagland, Chairman of the Ecology Channel, and I will be on hand to talk with you. The session will be informal, and, we hope, very enjoyable. Please call if you have further questions. We look forward to seeing you on Monday at 10:00 am at Wayne Everett's office.

Very truly yours,

Mary M. Walker, CHMM
President



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U.S. EPA REGION IV

SDMS

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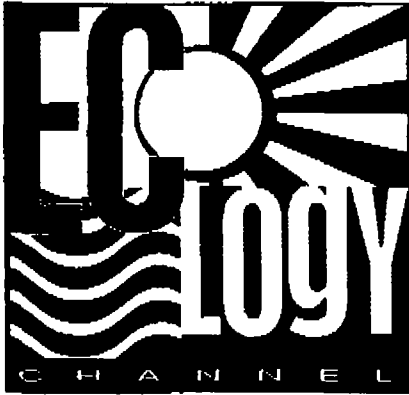
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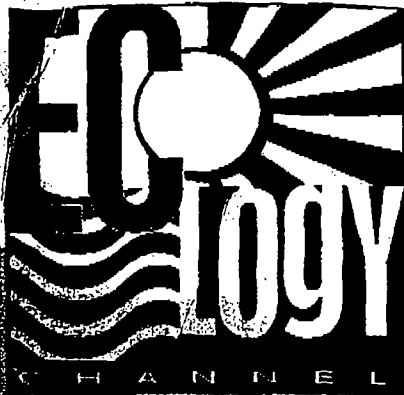
**** PLEASE CONTACT THE APPROPRIATE RECORDS CENTER TO VIEW THE MATERIAL****



***THE VIEW
FROM MOCCASIN BEND***

**CHATTANOOGA:
EARTH DAY 1996**

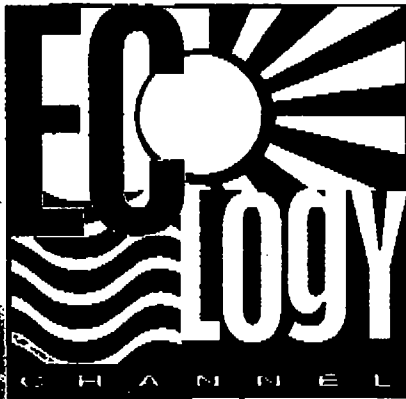
**A Presentation of
The Ecology Channel**



PROGRAM

A one-hour television program about how one historic and colorful American city marshalled its resources for sustainable development through cooperation, not confrontation.

Hosted by native Tennessean John Palmer in six major program segments covering the major success stories and the key players.



SEGMENTS

The Leadership and Vision

Cleaner Air and Cleaner Water

A River for Peoples' Enjoyment

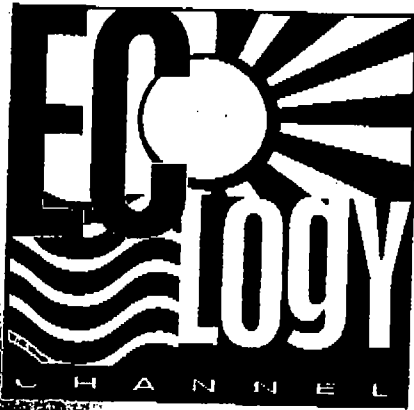
Green Spaces for Brown Fields

Urban Transportation

Jobs and Economic Growth

Quality of Life for Everyone

Preserving History and Culture



DISTRIBUTION

Distributed nationally on basic cable television to about 15 million homes from Friday, April 19 through Monday, April 22.

On TCI systems to about 10 million homes;

On Outdoor Life Channel to about 3 million homes;

On other cable systems to about 2 million homes

March 1996

The ECOLOGY Channel, Inc.

TEC Update

PROGRAMMING & DEVELOPMENT

TEC Nets Deal with Outdoor Life

The Ecology Channel has inked program deals with *Outdoor Life Network*, which launched full-time last November, that will allow the networks to collectively focus on their shared interests in conservation and ecology. Other such deals are in the works.

TEC, in association with OLN, has begun production on a series titled *EcoView* which will debut on OLN in April. The premier program of *The ECOLOGY Channel*, *EcoView* is a weekly, one-hour showcase of ecological and conservation issues, tips, business, adventure, leisure time, how-to and documentary programming hosted by acclaimed NBC News correspondent and TEC anchor, John Palmer.

In addition, OLN has licensed TEC's signature series titled *The Good Green Earth* for weekly airings beginning in March. Filmed entirely on location and hosted by renowned house and garden author Peter Tonge, GGE is a series of half-hour programs about every aspect of ecological living and business. — TEC

More TEC News on Page Two!

1. TEC Ranks Tops on Internet ...
2. Going Full Time ...
3. TEC Snapshot ...



EcoView Debuts with Unparalleled View of African Heritage in Arctic, Ecuador

TEC will launch *EcoView* on OLN in April with two programs that take a vivid look at African-American heritage in the Arctic and African ancestry in Ecuador. The programs are being produced in cooperation with Dr. S. Allen Counter, distinguished neurobiologist at Harvard University, who has traced the African-American heritage to many remote parts of the world. A celebrated explorer, Dr. Counter will join host John Palmer for two, strikingly visual programs that explore African-American heritage within the Arctic Circle and discovers a 200-year-old African community in the isolated high Andes of Ecuador. Acclaimed actor James Earl Jones narrates the video segments.

In the Arctic, Dr. Counter found the Black Eskimo descendants of Matthew Henson, who, with Admiral Robert Peary, became the first humans to stand directly on top of the North Pole. Dr. Counter's Ecuadorian explorations found that the isolated African community is descended from slaves who were saved by Spanish Jesuit priests from execution at the hands of Spanish soldiers. — TEC

Earth Day '96 Special on Chattanooga

— Special focuses on 'Cooperation' key to sustainable growth. —

The ECOLOGY Channel, in cooperation with the city of Chattanooga, Tennessee, and corporate support led by Roy F. Weston, Inc., the international environmental consulting firm, is producing its second Earth Day special to spotlight the success of one of America's most progressive communities.

The View from Moccasin Bend is a one-hour program about how the historic and colorful city of Chattanooga, Tennessee, has marshaled its resources for the sustainable development of its environment, now and into the 21st century. Significantly, this on-location production exemplifies the critical success factor for the 1990s: *cooperation — not confrontation — by business and industry, committed citizens, local and state governments, federal agencies, and environmental and civic organizations.*

Hosted by NBC News' White House correspondent and TEC anchor John Palmer, *The View from Moccasin* [continued on page 2, "Chattanooga"]

The ECOLOGY Channel is television's first and only network solely dedicated to environment, conservation and ecology.

[CHATTANOOGA, from page 1]

Bend will debut April 19 - 22 on TCI's *Intro Television, Outdoor Life Network*, and by special request on participating cable systems nationwide. In addition, the one-hour special will be syndicated nationally to broadcast television stations. Approximately 14 million homes are expected to have access to the program.

The major success stories and their respective key players will be probed in nine key areas: the Leadership and Vision; Cleaner Air and Cleaner Water; A River for People's Enjoyment; Creating Green Spaces in the City; A New Look at Modern Transportation; New Approaches to Waste and Recycling; Quality of Life for All People; Preserving History and Culture; and Managing for the Future.

TEC is represented in the Tennessee Valley corridor by *EnviroLink™*, a noted environmental publication whose editor, Mary Walker, is also a trustee of *The Nature Conservancy's* Tennessee Chapter.

TEC Ranked Among Top Internet Sites

Its global address and port-of-call is <http://ecology.com> and it has become one of the hottest, most interesting and most attractive sites for exploring the environment.

It's *The ECOLOGY Channel* Home Page service and environmental clearinghouse on the World Wide Web. With use of the Internet becoming common practice, TEC has found it is crucial to not just be on but also rise above the clutter created by the Web's two million-plus sites.

Through a collaboration with RomNet, Inc., The TEC Home Page was designed to be a valuable tool for all people, businesses and agencies worldwide. So TEC launched its Web site in June 1996 with the same mission on which the company was founded: to provide the best, most

informative, most entertaining and unbiased news and information on the environment to as wide an audience as possible.

TEC works closely with such organizations as The Nature Conservancy, National Wildlife Federation, U.S. Fish & Wildlife Service, Conservation International, Earth Island Institute and many others to insure quality and versatility on both the Internet and television. Surfers will also find an interactive game for kids with *Captain Seaweed & Crew* and a news service featuring *Green Wire*, to name only a few, that are TEC Home Page features.

As a result, Lycos, Inc.'s *Point Survey*, an independent, fee-free service that reviews and rates the Internet's best locations, placed TEC's home page in the Top Five Percent of all Web sites. According to the *Point Survey*, it chooses "the best, smartest, and most entertaining sites on the Internet" to help web browsers make the most effective use of their time when "surfing the Net."

In addition, the *Three Star Magellan Award* from McKinley's Internet Directory was also recently bestowed on the TEC Home Page. McKinley assigns recognition to the "most in-depth, appealing, well organized and thought-provoking" Internet services available with the Magellan Award.

But as the saying goes, the proof is in the pudding. Usage of the TEC site has averaged as high as 200-plus hits per day, a healthy number by Internet standards. The TEC Web site is updated weekly by its designer and caretaker, Art Egerton, who looks for the most interesting and reliable information to include in the Home Page -- TEC

Going Full Time

When TEC launched part-time in November 1994 on Tele-Communications, Inc.'s national showcase for new networks -- now called *Intro Television* -- it marked the beginning of a new phase for the company and the environment in television. Now in ten million homes and with significant new business developments in programming and electronic media,

TEC is well on its way to starting full time network operations.

Indeed the company, with the crucial financial and management resources of J-NET Broadcasters, Inc., has become one of the few networks without major corporate or cable operator backing to come so far and so close to launching full time. With the multi-million dollar support of cash, goods and services provided by management and other individuals, TEC is undeniably being taken very seriously by viewers, the cable and environmental industries.



TEC Snap Shot

- TEC currently is in 10 million homes on *Intro Television*. TEC is now in its second year of production.
- 1,000 hours of programming make up TEC's library, and another 1,000 hours are tagged.
- Surveys show TEC ranks among top new networks people want to see. Eighty-plus percent of viewers rate the service good-to-excellent.
- TEC is a private company made up of seasoned television, multimedia, and environmental professionals.

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